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APPLICANT : ZAKARIA et al.  
TITLE : RETAIL MERCHANDISING APPARATUS AND METHODS THEREFOR  
TC/Art Unit : 3637  
EXAMINER : TRAN, HANH VAN  
DOCKET NO. : 2115/P1051US02

Commissioner for Patents  
U.S. Patent and Trademark Office  
Customer Service Window, Mail Stop Amendment  
Randolph Building  
401 Dulany Street  
Alexandria, Virginia 22314

RESPONSE

Dear Sir:

This paper is in response to the Office action dated July 28, 2006, and further to a telephone interview with Examiner Tran on August 15, 2006.

**Remarks/Arguments** begin on page 2 of this paper.